

**Amendments to the Specification:**

Please replace the paragraph beginning on page 1, line 10 with the following amended paragraph:

This application claims priority from ~~is a continuation-in-part of~~ U.S. Patent Application Serial No. 60/255,212, filed December 12, ~~2001~~ 2000, for “Blueware web-enabled media and content delivery and tracking systems,” with inventors Chad Dressler, Jordan S. Larsen, Christopher Dansie, P. Kelly Struhs, Christopher Woods, which is hereby incorporated by reference.